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PDFs, images, columns  
and obscure fonts can  
be difficult for software  
to scan.

Resumes are often filtered by  
location: those who are too far  
from the job, are out.

## EXPERIENCE

11/2009 - Present      Communications Director, **Professional Society of Experts**

### KEYWORDS:

Recruiters enter words or phrases  
for the software to look for. Years of  
experience, salary requirements,  
location, and specific skills,  
certifications, knowledge or names  
of competitors can all be keywords.

There are many ways to guess the  
keywords, but most importantly, look  
at the job description. What does it  
list?

HINT: This resume is too general;  
there are few likely keywords

- Coordinated communications of more than 80 regional PSE chapters, maintaining a unified message to achieve national goals.
- Generated extensive publicity for Society projects through trade events, press conferences, and one-on-one interviews, and drafted materials.
- Charted editorial direction for Society website and online materials.
- Created and managed a 12-person unpaid internship program, which more than tripled office output.

It would be very difficult to scan this sidebar.  
Better to list it underneath education.

6/2006 - 10/2009      Communications Specialist,  
**Language Manufacturers of America**

- Represented LMA at events and liaised with major donors, member companies, board members, and political allies.
- Researched and wrote content for LMA newsletters.
- Created and managed a work/study program with language manufacturing majors at a nearby college.

Some software can't decipher dates  
on the left.

8/2004 - 5/2006      **Mixologist, Selleck's Lounge**

- Poured, muddled, mixed, shook, and blended alcoholic beverages for Allsville's busiest nightclub.
- Developed over 17 different original cocktails, all featuring peach schnapps.
- Created and managed a volunteer barback program, for aspiring bartenders

## EDUCATION

8/2000-6/2004      **University of Allsville**  
Graduated June 2004 with B.S. in manufactured language, and minor in ethno-geo-politics. Received a variety of awards and honors, including class valedictorian, the Prestigious Student Award, Dean's Honors List. My honor's thesis has been highly-cited in the most scholarly manufactured language journals.

Paragraphs are  
generally harder to read  
than bullets.

## SKILLS

### ONLINE:

This should list  
specific software  
(e.g. Photoshop).

Web sites  
Social media  
Audio-visual editing  
Photography.

### LANGUAGE:

Elvish (fluent)  
Babel (proficient)  
Esperanto (conversant)  
Klingon (basic)

### OTHER:

Bartending  
Valid driver's license  
**NCCER certified**

Large companies keep resumes on  
file and search them again when there  
are new openings. If you're not  
looking for a job in PR, best not list  
your bartending experience or skill  
with a front-end loader.